

Alexandra Community Plan



18 September 2006

Alexandra Community Plan

Executive Summary

Process

This Community Plan has emerged from a consultative process designed to encourage community participation. Emphasis has been placed on obtaining community views regarding both the town and the surrounding area, identifying their points of difference and determining what opportunities there might be to ensure that Alexandra remains an attractive and desirable place in which to live, work and play.

This Plan has distilled the individual opinions into a collective community vision and proposes a number of key recommendations that will assist the development of Alexandra as a sustainable community. While the plan has no legal status, it does provide an important insight on the direction the community would like to head for many of the organisations involved or identified in it. To this end forming a community group to oversee the aims of this plan, on behalf of the community, will be important and help to drive many of the recommendations contained therein.

In defining the Alexandra community, the Plan also acknowledges that there is a wider community including both private individuals and national organisations which for historical, ancestral and heritage reasons consider themselves to hold an interest in the future of Alexandra.

Community Plan Process

The outline planning process and time frame is as follows:

Community Workshop – held late February 2006

Draft Plan developed – April/May 2006

Draft Plan – Available for community comment – June/July 2006

Submissions – reviewed by Working Party – late July/August 2006

Changes made to Plan – August 2006

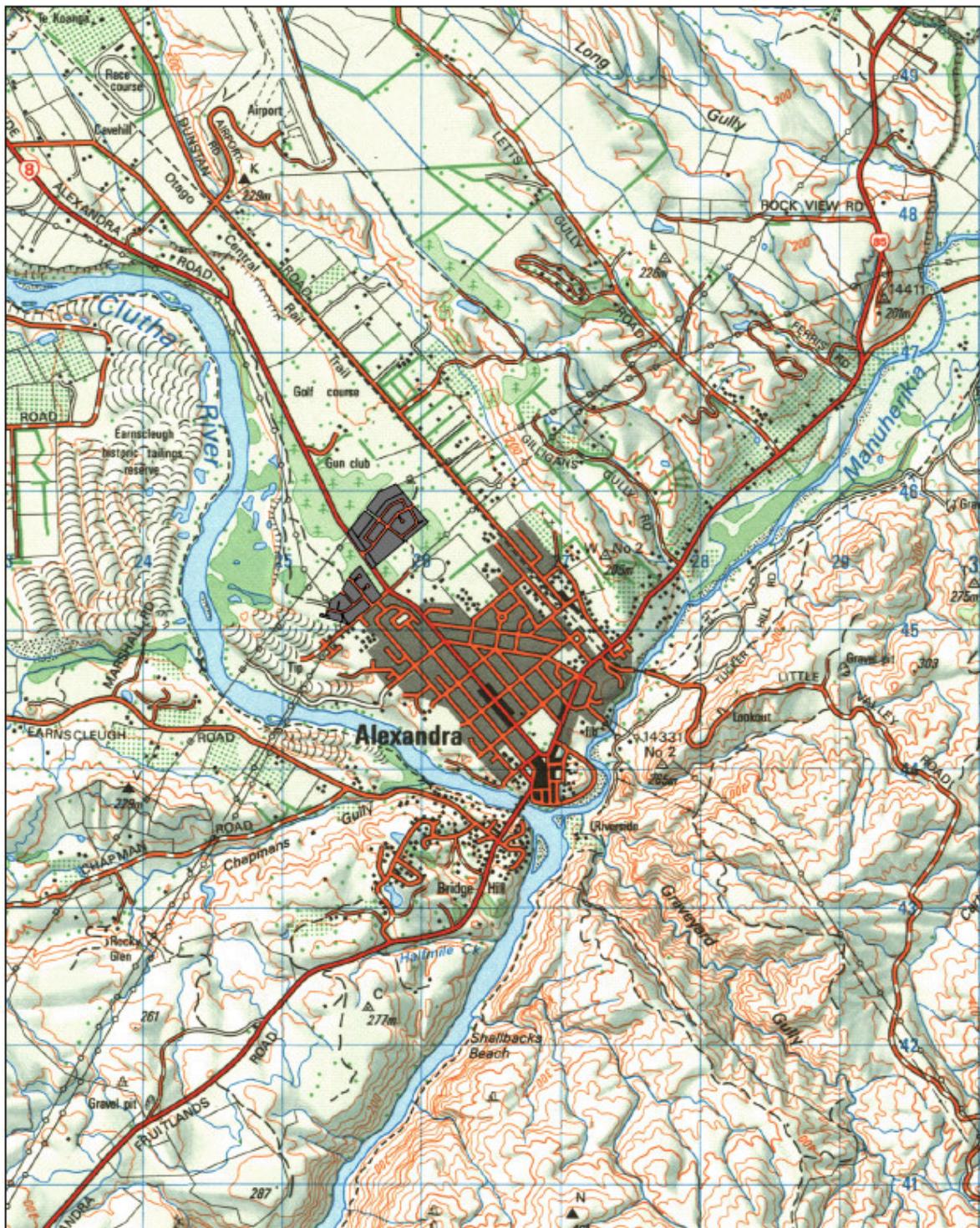
Community Plan – sign off – late August 2006

Implementation – September 2006 onwards

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Alexandra Area



This plan area is indicative only and there are activities that overlap with the wider communities.

Vision

WE VALUE

Our Environment

- The distinctive landscape (the moonscape) and mountains
- The climate
- The Clutha and Manuherikia Rivers

Our History and Heritage

- Our goldfield and dredging history including the dredge tailings.
- Our buildings and relics from the past.

Our Economy

- A vibrant economy that continues to meet the needs of the wider community by providing a wide range of business services.
- Being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism.

Our Community

- A vibrant, positive and inclusive community spirit.
- Peace and quiet where a relaxed lifestyle can be enjoyed.
- A safe community.

Recreation and Tourism

- The recreational opportunities in the area.
- The opportunity to be a hub for walkways and trails in the area.
- Otago Central Rail Trail.

Should all or any of these values be lost or degraded, the area will no longer be a 'special place'.

Community Profile

The Alexandra area is at the junction of the Clutha River and the Manuherikia River and the junction of State Highway 8 and 85. It is 20 minutes east of Cromwell, 25 minutes west of Roxburgh and one hour from Ranfurly. It is two and a quarter hours (200km) to Dunedin or Invercargill and being centrally located is the administration centre for the Central Otago area. It is renowned for its great climate, its recreational opportunities, being a great domestic holiday spot, being centrally located to both the southern lakes and the main centres of Dunedin and Invercargill.

History

The Alexandra Borough grew from humble beginnings in 1867, with the first borough meeting, to becoming the largest town in Central Otago by 1900 with a population of more than 300. The borough managed the township until local government amalgamation, in 1989, and then the area has been managed by the Alexandra Community Board under the auspices of the Central Otago District Council.

The original township sprang up as a gold rush town, around 1862. Originally it was known as Lower Dunstan and also known as Junction Manuherikia and then Alexandra, after the wife of Edward VII. The town has steadily grown over the years to its current population of just over 4,500 people and in the summer time sees the population increase to approximately 7,000 people with visitors and holiday makers in the area.

Alexandra is strategically located. It is at the junction of the rivers and also at the junction of the State Highways. It is the funnel through which much of the southern traffic from coastal areas pass through to get to Central Otago locations of Cromwell, Clyde, Queenstown, Wanaka or Alexandra itself. Alexandra remains an important service centre for a wide area. The horticultural, pastoralism and viticulture industries along with an increasing number of tourism activities rely on the wide range of services the town has on offer.

Alexandra is also a popular place for holiday makers with many people from coastal areas of Otago and Southland having a holiday home in Alexandra or heading there for their holidays. It is also a popular destination for events such as the annual Blossom Festival when the local population quadruples for the day. Activities for holiday makers abound during the summer months with a large number of recreational activities including the Rotary booksale, access to mountain biking areas, access to surrounding lakes including Lakes Dunstan and Roxburgh along with sporting activities such as cricket at Molyneux Park. There is a wide range of community facilities including the Molyneux Aquatic Centre, Molyneux Park Stadium and sports grounds, Pioneer Park and playground area, various communities halls and memorial theatre, the Central Stories museum, the Central Otago Rail Trail, two camping grounds, a bike and skateboard park and ice skating rink.

Some features that set Alexandra apart are the historic stone bridge piers, remnants of the old bridge that was opened in 1882 but then replaced by the current steel bridge in 1958, the large clock on the hill where citizens can always tell the time of day, the great climate with hot summers and cool winters and its friendly community .

The town draws on a wider catchment of people like Conroys Gully, parts of Earnscleugh, Gilligans Gully, Letts Gully, Springvale and Galloway areas considering Alexandra to be their home town. Alexandra relies on strong connections with its surrounding area and provides many of the services that these people need.

Economy

Central Otago has been subject to rapid economic development during the past four years. While the growth of new businesses is resulting in increased employment and rewards for many in Central Otago, the major effect in the Alexandra area has been a significant increase in the price of houses and land, along with significant subdivisions and new houses being built. General growth has been reflected in the strong demand for industrial and commercial land in the Alexandra area. There has been significant growth in grapegrowing and winemaking industry over the last ten years with a growth in businesses to service this industry. This industry combined with orcharding and pastoral farming has had a major impact on the local economy.

The growth of tourism to Otago and Central Lakes is also reflected in an increased number of visitors passing through the town. The town services visitors with food, accommodation, information and provides access to attractions in the surrounding area eg the Rail Trail.

Environment

Alexandra's landscape, climate, heritage aspects and access to recreation opportunities in and around the area are widely considered to contribute to the perception of this place being a 'special place'. There is a need to identify in detail those landscapes, ridge lines and heritage items which the community values before they come under development pressure. The area also has a unique biodiversity. Ensuring our unique biodiversities survival into the future along with increased awareness and education is required. Consequently, appropriate planning guidelines and, where necessary, regulatory controls might then be implemented to preserve those environmental aspects the community has identified as being of value. As house numbers increase this may put pressure on infrastructure such as water supply, sewage disposal methods and roading services such as footpaths and street lighting.

Lifestyle

The Alexandra area is essentially populated by families with a strong sense of connection to the area. It has traditionally been a popular place for retired people or as a holiday spot. The population is estimated to increase to approximately 7,000 (conservative estimate) people in summer with the holiday homes being full and the camping grounds being an extremely popular destination. Over recent times, however, there have been significant changes in the community with new subdivisions and housing being created, thus bringing new people into the town. The increased price of land and housing is possibly taking Alexandra out of reach of young families as a place to live or as a place for a holiday house.

For younger people, the area will always be home, but they have had a tendency to leave for places where a wider range of employment and educational opportunities are available. In

recent times this trend has changed with increasing numbers of apprenticeships in all trades helping to keep some youth in the area.

Social Infrastructure

There is a wide range of social infrastructure available including health services via Dunstan Hospital at Clyde, three medical centres in town, three pre school facilities, three primary schools and a secondary school with boarding accommodation. There are many hospitality businesses for both locals and visitors including eateries and motels, a wide variety of stores and shops. Equally there are a large number of service related businesses aimed at meeting the needs of the surrounding agricultural, horticultural and viticultural industries. Also Alexandra has a volunteer fire brigade, two camp grounds, swimming pool, walking tracks, golf club, Molyneux Park sports complex including stadium, sports grounds, tennis courts, two bowling clubs, golf club and several community halls.

Alexandra is also home to many of the government agencies in Central Otago such as Child Youth and Family, Accident Compensation Corporation, Department of Conservation (DOC), Work and Income, the District Court and Probation Service.

Specific Features of the Area

Dominant Activities	Pastoral farming, orcharding, hospitality industry, viticulture, Government departments, service industries for farming, horticulture and viticulture, health services, small lifestyle properties.
Population	The Community numbers approximately 4,500. However the population rises significantly to approximately 7000 during the summer period.
People	19% of the population are aged under 15 (19.9% for Central Otago – based on 2001 figures) 9.0% of the population are aged 16-24 (9.3% for Central Otago). 48.5% of the population are aged 25-64 (53.2% for Central Otago). 23.5% of the population are aged over 65 (17.7% for Central Otago and 12.1% for NZ)
Locational Aspects	At the junction of the Manuherikia and Clutha Rivers. Surrounded by river flats at Earnscleugh, Muttontown and Galloway with a plateau area of Letts Gully through to Springvale.
Climate	Continental. The average rainfall is approximately 360mm per year. There is on average 66 wet days per year.

There is a marked variation in winter (down to -10 degrees C) and summer temperatures (up to 35 degrees C).

It has 2025 hours of sunshine per year and is very calm with an average wind speed of just 6km per hour. However it should be noted that there is variation in wind strength with winter being very calm but spring and early summer often experiencing strong winds.

The area is also renowned for its hoar frosts in the winter and experiences on average 148 days of ground frost per year.

Features	<p>The Clutha River, Manuherikia River and Lake Roxburgh At the Junction of State Highways 85 and 8.</p> <p>The large river basin which Alexandra sits in.</p> <p>Its distinctive moonscape landscape.</p> <p>Dunstan Hospital.</p> <p>The clock on the hill.</p> <p>A distinctive bridge over the Clutha River</p> <p>A wide range of retail, commercial and industrial businesses.</p> <p>Administrative centre for many government agencies in the area.</p> <p>A wide range of sporting facilities including swimming pool, ice rink, cycle park, Molyneux Park and stadium, Pioneer Park, Golf Club.</p> <p>Being on the Otago Central Rail Trail, the end point of the river walkway from Alexandra to Clyde along with several other walkways in the town. Access to mountain biking tracks in the surrounding area.</p> <p>Hospitality is an important industry for the town with two large camps and a range of hotels, motels and backpackers to cater for the influx of summer visitors.</p> <p>A good range of cultural facilities including the Central Stories museum, Memorial theatre and various halls dotted around the town.</p> <p>Historic buildings such as the historic bridge piers, Shaky Bridge, Old Post Office, Bodkins and Old Court House.</p> <p>Its vistas including Leaning Rock and Old Man Range.</p> <p>Whare (Te Whakaruruahu) at Dunstan High School.</p>
Industries	Horticulture, viticulture, pastoralism, hospitality industry, health services, retail and commercial services are the primary industries.

Discussion Points

Product Development

1. Heritage

Alexandra has a proud heritage associated with its gold mining past and dredging in the area. A number of heritage sites are already included in the District Plan, some of which are considered significant to New Zealand's heritage. (see the attached Appendix 1 which outlines heritage items in the area).

The Central Otago Heritage Project may get underway in 2006. The project proposes to develop an integrated heritage strategy for the district that incorporates heritage management, cultural tourism and local values. Not only will this project identify those heritage items most at risk, most important and most representative, it will also identify sustainable development projects that may involve private public partnerships to enable these to be achieved. Once again elements of heritage in the area are likely to be highlighted by this project.

Other parties included in the project are DOC and the Historic Places Trust (HPT) who have an interest in preserving and maintaining the heritage aspects of the area. Community involvement is essential to the long term success of the project.

Heritage is a very important theme for Alexandra and the town wishes to maintain its ambience with full consideration given to existing heritage. Suggested opportunities include keeping key sites and places of significance intact, eg bridge piers, dredge tailings, stonewalls, sluicing remains, miners workings and tailrace tunnels and historic churches, combined with links to the Rail Trail. Work is currently being carried out on conservation of the Alexandra Bridge Piers. Interpretation of the heritage, through better signage, would be required to help sell the story of the area to visitors.

Continued restoration of existing buildings or new buildings with a heritage theme should be encouraged by having appropriate guidelines. (See also Planning section).

Objective

Enhance the heritage character of Alexandra for the enjoyment and education of locals and visitors alike.

Recommendations for action

- ***Develop a local touring route incorporating a range of key heritage sites in the local area and ensure this route has clear signage and appropriate interpretation of the heritage values.***
- ***Identify key heritage sites and add protection to these where possible.***



2. Walkways

With a distinct landscape and numerous examples of its rich heritage, there are many opportunities for walking tracks in the Alexandra area. Those of note in the area are the Otago Central Rail Trail, the walkway around Rivers St, the Alexandra to Clyde 150th Anniversary Walk, tracks up to the clock on the hill and around the Graveyard Gully and Doctors Point area.

The Central Otago District Council (CODC) is considering developing a District Tracks & Trails strategy which will identify significant landscapes and heritage sites accessible by tracks as well as providing guidelines regarding operational and maintenance matters.

The Rail Trail is proving to be a real opportunity for Alexandra as the number of people using this increases (see Tourism section). It was identified that there needs to be improved linkage between the present rail trail and the town. This will allow people to safely negotiate the State Highway and to bike/walk into town. They can experience what Alexandra has to offer before rejoining the Rail Trail to continue to Clyde. There is also the Clyde to Alexandra river walkway which provides a loop back to Alexandra and is growing in popularity. This track requires regular maintenance due to high use.

A suggestion has been made that Alexandra should be the hub of several walkways or cycleways that extend out through the district including a heritage trail, a pastoral trail, goldfields trail and an ecological trail taking in some of the magnificent surroundings. Ensuring these tracks are well signposted and have difficulty gradings will help visitors know what type of track they are on.

Objective

Create cycleways and walkways that showcase Alexandra's landscape and heritage.

Recommendations for action:

- ***Create local cycleways and walkways with appropriate track standards, signage and interpretation, in keeping with the new regional identity specifications.***
- ***Promote improved access to and from the Rail Trail to the town centre thus enabling visitors to safely travel into Alexandra.***
- ***Assess the possibility of a walking track from Alexandra to Roxburgh.***
- ***Assess possible walkways associated with pastoral, gold fields heritage or ecological sites.***

3. Events

Alexandra has several successful events that occur during the year including the Blossom Festival, The National Merino Shearing Championship, Thyme Festival, the Alexandra Easter Bunny Shoot and first class cricket matches.

Volunteer groups such as Promote Alexandra Inc, the Lions Club, the Alexandra Blossom Festival Committee and the local Cricket Association have been responsible for managing these events. However their reliance on volunteers has meant that over time people interested or able to help in organising these events has dwindled.

There are a growing number of recreational/outdoor adventure type events such as the Otago Central Rail Trail Duathlon, the Clyde to Alexandra 10km Road Races and Goldrush which either start or finish in Alexandra or pass through the town. Further events associated with the Rail Trail are possible.

Arts and crafts related businesses also operate in the area and the summer market days in Pioneer Park currently provide a venue to show their wares to the local community.

Tourism New Zealand has indicated an interest in profiling the spring events of the Blossom Festival and Thyme Festival in the Australian market.

The Alexandra community would like to see further development and promotion of events which utilise the strengths of the area including heritage trails, mountain biking, water sports such as fishing and boating, walking or using the many other recreational facilities in the town.

It was also identified that Alexandra has many good facilities that could be used to meet the conference market. This market could be investigated with the aim to develop a proposal to attract conferences to the area.

Objective

Continue current, and further develop, quality events for the area.

Recommendation for action

- ***Ensure that current events are sustainable with appropriate help to organise these events.***
- ***Assess opportunities for hosting conferences in the area.***



Economy

Tourism

Each year Central Otago attracts an increased number of domestic and international visitors. The following visitor trends in Central Otago have been noted and may be significant in regard to the future of Alexandra:

- Commercial Accommodation Monitor (CAM) records show 277,000 guest nights in Central Otago during 2005, (To Dec 2005, includes both domestic and international visitors, based on goods and services accommodation registered properties).
- The average length of stay for 2005 was on average 2.2 nights. By comparison the guest nights in 1998 was 6 nights. The reason for the decline is the “transition” from Central Otago being a domestic holiday destination to one which attracts international visitors who, due to travel constraints, stay for shorter periods.
- It should be noted that while there has been a decline in domestic tourism throughout New Zealand, Central Otago has gone against the trend and experienced increased growth from the Canterbury market which, possibly, can be attributed to the success of the Rail Trail.
- Otago Central Rail Trail – in 2005 it is estimated that between 80,000 to 100,000 people travelled on some sections of the Rail Trail while an estimated 10,000+ persons completed the whole trail. The daily spend was estimated at \$125 over an average duration of five days.

Adverse factors which may affect the visitor industry (especially the international market but also the domestic market) include increasing fuel prices and the volatile exchange rate.

The CODC is now embracing a destination management approach to tourism which focuses on sustaining the attractions which make Central a desirable place to visit. The development of the Central Otago Regional Identity has been an important project undertaken by the community. Its purpose is to identify those things which are special to us, ensure a unified understanding of them, and to consistently project these values to those outside the region. In defining our regional identity, we are creating the vision for the way we want to work, live and play, here, now and for the years to come. The creation of a unique brand for Central Otago “Central Otago – A World of Difference” provides opportunities for Alexandra. The values that underpin the brand: “making a difference, respecting others, embracing diversity, adding value, having integrity, learning from the past, making a sustainable difference, protecting our rich heritage and meeting obligations” are many of the values that have been expressed by the people of Alexandra.

As the profile of Central Otago increases, so is the likelihood of an increasing number of tourists seeking to stay in Alexandra. It has been identified that there is a need for innovative marketing of the area and promoting Alexandra's points of difference. Portraying Alexandra in a representative way where all promotions are meeting an agreed marketing strategy is required. Having one information brochure covering all accommodation, food and restaurant services, recreational activities, arts and crafts would be a step in providing a wide range of information for visitors from one source.

The Alexandra Community Board provides funding to Promote Alexandra Inc, which is actively involved in the promotion of the Alexandra area as a visitor destination. Any future marketing strategy or promotion of the area should be developed in conjunction with the community planning group, promotions groups and Tourism Central Otago. It should also be noted there is another

promotions group in the valley, Promote Dunstan, and there is an opportunity for these promotions groups to work together on marketing the wider area and various projects.

Business

For any area to have a thriving community, a variety of businesses and professional services is important. The community expressed that it is important to build on the current businesses in the town, for both residents and visitors alike. Alexandra is unique in that it has a wide range of business and shops as well as a strong representation of government agencies. The retention of government services was seen as important not just for Alexandra but for the whole of the Central Otago region. It was noted that to encourage further business and industrial development there needs to be areas identified for expansion (See Planning section). It should be noted that the local economy and business has changed in the past few years and this has had an impact on the local population. The improvement in the trade apprenticeship system has seen more young people now stay in the area. This is reflected in the number of apprenticeships in the Central Otago area being approximately 600.

The Chamber of Commerce and local business groups will play an important role in identifying the direction of the local economy and that businesses in Alexandra remain proactive and healthy.

The entranceways to Alexandra were also identified as being critical in providing a good first impression of a town and it was suggested that these entranceways should be enhanced.

Dunstan Hospital is viewed as an essential service and the community expressed its full support in retaining this community asset for the benefit of the wider area.

Education

Education was also identified as an area for future development. With three primary schools, a secondary school with boarding facilities and rural/adult education through REAP there is an opportunity to potentially make Alexandra a centre or leading provider of education. This may focus on third age learning for adults or tie in with educational facilities and opportunities offered at Cromwell and Alexandra through the Otago Polytechnic.

The area has a unique biodiversity. Ensuring our unique biodiversities survival into the future is important but there is an opportunity to increase awareness and education of the unique nature of the area.

Alexandra has very good high school facilities and hostel. An opportunity exists for an Academy of Sport or Outward Bound type courses as a means of better using the widespread educational facilities and sport facilities in the area.

Objective

Promotion of the area in a manner which protects the values determined by the community.

To be a vibrant retail centre for Central Otago that encourages the further expansion of local services.

Recommendations for action

- *Local Promotions Groups, the Chamber of Commerce and Tourism Central Otago develop a marketing strategy which outlines the market that Alexandra wishes to attract and how this will be done.*
- *Develop an Alexandra information brochure that covers accommodation, food and restaurant services, recreational activities and arts and crafts in the area.*
- *Create distinctive signage, in keeping with the new regional identity specifications, which explains the heritage and stories of the area.*
- *Investigate options for enhancing the entranceways to Alexandra.*
- *Advocate for the retention of core services in the Alexandra area.*
- *Continue to release land for industrial and commercial use so as to provide expansion opportunities for businesses and services in the area.*
- *Assess opportunities for further educational activities in the area.*



Community Development

1. Community

It is very clear that within the community there is a passion to preserve the character of Alexandra as well as a desire to make it a great place in which to live, work and play.

Despite the shared strong sense of connection, it is recognised that the Alexandra community consists of separate interest groups including permanent residents in the town, business interests, holiday home owners, small block owners surrounding the town. Not surprisingly, each group offers different perspectives which contribute to different views regarding the future direction and development of Alexandra.

It has been identified that Alexandra wants to retain its: sense of community, its friendliness, laid back pace of life, community spirit, volunteerism and being a safe community. It is these special characteristics which make people stay in Alexandra and call this area home. As the town grows these favoured attributes could be lost. The new people in our community may have a desire to make a voluntary contribution even if this is in a different style and emphasis to that previously experienced. We need to engage these new people and welcome them into our community as they often bring a wide variety of new skills. As a means of welcoming these new residents a "Welcome Pack" has been suggested and this is being developed with the Otago Polytechnic in Cromwell.

Volunteerism was noted as a real strength of the area and many groups rely on this to run many of the activities in the area such as the Blossom Festival, Citizens Advice services and victim support. There was concern expressed that with a decline in volunteerism due to people being busier in life, whether this be work or other recreational activities, these community activities and events run the risk of not continuing to occur. A further reason for the decline of volunteers may be the lack of confidence or skills in meeting protocol such as meeting procedure, how to take minutes, chairing a meeting or treasurers role. The provision of basic training in meeting skills may help address these concerns.

Transport was also identified as being important with a community need for a bus or taxi service to enable people, especially the elderly, to get around town and access services such as the hospital.

Youth was also identified as an area where there are many opportunities. With an upbeat economy and a move to more apprenticeships and in work training there is more opportunity for young people to stay in the town rather than move away for further education or employment as would previously have been the case. With this section of the population increasing in numbers there needs to be further consideration of opportunities for involving these young people in the community. Continued promotion of the youth centre and increasing the number of opportunities for youth events were suggested.

Objective

A community that shares a common vision.

Recommendations for action

- Continued work with youth to identify and develop opportunities for youth in the area.***

- *Recognise the efforts of volunteers through community awards.*
- *Support and assist volunteers and volunteer groups by providing appropriate training or facilitators.*

2. Recreation and Culture

The area provides a convenient access point to a vast range of recreational opportunities. The surrounding mountains, rivers and Lake Roxburgh provide opportunities for hunting, fishing, tramping, mountain biking and walking. Alexandra is also located on the Otago Central Rail Trail. (See also Walkways section under Product Development).

Alexandra itself has an abundance of recreation and sporting facilities with two camping grounds, Pioneer Park and playground area, Molyneux Park and stadium, squash club, ice skating rink, Molyneux Aquatic Centre, many community halls, the golf club, two bowling clubs, tennis facilities in the centre of town, netball and tennis facilities at Molyneux Park and various small parks and gardens around the town. An opportunity identified to make better use of the vast range of sporting facilities was developing an Academy of Sport or promote an existing organisation such as the Academy of Sport in Dunedin or Otago Polytechnic to better utilise recreational assets in the area.

There are also various walkways through the town, the walkway from Alexandra to Clyde and the Rail Trail. It was identified that there are great opportunities for further recreation such as heritage trails, a goldfields trail, pastoral trail and an ecological trail to appreciate the attributes of the Alexandra area and its surrounds. A proposal for a walkway from Alexandra to Roxburgh has already been made and opportunities such as this need to be assessed.

Alexandra has a variety of cultural pursuits for all ages. Whether interested in cafes, musical productions, orchestra, choirs, book clubs or service clubs such as the Lions Clubs, Rotary or Jaycees there are suitable opportunities. Currently a group is investigating options for opening a cinema in the town.

Motorbikes in the area were identified as an issue which needs further consideration. Finding a dedicated area that is close to town and accessible for motorbike users is required. This will also encourage these users to avoid going on local walking tracks or the rail trail.

A further opportunity identified was to make better use of the unique climate and landscape. With good weather this should be a selling point for sport and recreation in the area. Cycling was identified as being an opportunity for the area. The Rail Trail combined with the landscape and climate further enhances opportunities for cycling in the area. There are significant areas beyond the Manuherikia River with high recreation values that could set apart this community. The idea of a ridge to rivers multi recreational use tracks and trails network for trail bike, horse, walking and cycling. However it is acknowledged that any development would have to be undertaken with consent of landowners. Adoption and integration of our rivers is essential to delivering our world of difference brand.

There are significant public reserves associated with the Roxburgh lake area which are administered by the Crown, Contact Energy or the Councils such as the Otago Regional Council or the CODC. It is noted the important role of the river and lake, the huge

recreational potential and the fact that currently Alexandra has turned its back on the river due to issues such as flooding. Opportunities were identified in the lower reaches of the Manuherikia river for improving this area and providing for further water based recreational opportunities. Improvement of this area may be undertaken in conjunction with Contact Energy.

Objectives:

- ***Well managed recreation facilities with identification of future opportunities.***

Recommendations for action

- ***The Working Party and Council identify potential recreation and cultural opportunities that will be in keeping with the intent of this plan.***
- ***Assess opportunities for creating better use of recreational facilities in the area.***
- ***Assess the need for a cinema and if required develop a complex to meet this need.***
- ***Identify an area that can be used by motorbike enthusiasts.***
- ***Improve the lower reaches of the Manuherikia River to provide water based recreational opportunities.***

Planning

Alexandra has undertaken significant work on planning issues in recent times. This has seen the implementation of projects such as the Blue Print Study and latterly the Rural Study. It has been identified that people love the landscape surrounding Alexandra, the rugged hills without wilding trees or obtrusive development and the two rivers.

In 2004 the Council carried out a Blue Print study which identified issues associated with industrial land and the future direction of the town centre and possible solutions to these concerns. From this work the Community Board has moved to increase the amount of land available for commercial and industrial use. The town centre was identified as requiring some enhancement with a focus on improved streetscape, improved integration of the river with the pedestrian heart of Alexandra and the war memorial area was identified as a visual and focal point of the town.

In response to this the Alexandra Community Board has been working to release further property for industrial and commercial use while developing proposals for the Tarbert Street/town centre area in conjunction with the Alexandra Town Centre focus group. This group of business people and Community Board representatives has come up with proposals on how to connect Centennial Avenue and Tarbert Street, increase pedestrian space around the war memorial and creation of a civic square. The approximate cost of the project is \$2.2 million. Further consultation will be carried out on these proposals which will help meet the aim of having a well planned business area.

Ecology has been identified as being very important for the local area. Examples of the ecological diversity in the area include rock faces by the Manuherikia Bridge which sustain the rare fern *pleurosorus rutifolius*, tailings on both sides of the river have both historic and natural values, salt pans at the corner of Springvale Rd, SH 85 and the stretch of land towards the Manuherikia, airport terrace which has the Alexandra chafer beetle.

The Central Otago District Council's Rural Study, which addresses rural development issues, is also likely to contribute ideas as to how future development and building might be sympathetically integrated within the existing environment and landscape. Certainly, the Study provides the Alexandra community with an opportunity to identify key landscapes, skylines, ridges or rockland outcrops which it considers should remain unspoiled and to put in place, appropriate protection before there is any suggestion of development. Concern was expressed at protection of key landscape areas including the distinct landscape out to Butchers Dam. With subdivision of this unique area there was concern over what protection the District Plan was offering this area.

The workshop identified the requirement for clear guidelines regarding future development in Alexandra and enforcement of the requirements of the District Plan. It was considered that there needs to be a theme or set of design guidelines for the main streets so that any development in this area can be done in an agreed manner. It was suggested that if there are clear distinct areas for residential, commercial/retail and industrial activities then this will provide a clear guide for where various activities should focus.

Good air quality and access to water resources, to meet the growing needs of industries such as viticulture and life style block development, were also identified as being critical issues for the future of the area.

Civil defence was also raised as a concern with the need to ensure there is a clear plan that the community is aware of, including evacuation points and sources for emergency water supplies.

Objective

Manage growth to preserve the special character of the area.

Recommendations for action

- ***Council complete its District wide Rural Study. This will help identify unique landscapes in the area and review the rules governing growth and development.***
- ***Develop building guidelines for the commercial business areas of town.***
- ***Encourage the appropriate authorities to improve air quality in the area.***
- ***Encourage the control of wilding pines in the surrounding landscape and planting of trees that do not readily spread.***
- ***Continue to develop the town centre upgrade proposal that can be the subject of further community consultation.***
- ***Undertake regular communication with the public on Civil Defence requirements and expectations of the community in an emergency.***



Physical Infrastructure

Infrastructure is critically important for all communities. The Alexandra community needs to clearly identify what it wants for the future. If it is to capitalise on those wanting to live in Central Otago, the growing number of visitors to Central Otago, the desire for people to have second homes or continue to be an attractive place for retirement then it must put in place appropriate supporting infrastructure. However, such development is likely to place a financial burden, on what is essentially a small ratepayer base, in terms of rates required. A key will be to provide services to the public at a level that the community can afford.

A key issue for Alexandra is the significant extra requirements on infrastructure during the summer period when the population increases to approximately 6-8,000 and the increased demands on the water supply due to the arid nature of the area.

The various issues to do with water supply, street lighting and footpaths need to be resolved by the community so as to meet the demands Alexandra experiences as a place of permanent residence and as a visitor destination.

1. Roading

Roading is an integral part of any community; the ability to get around with ease is important. With the increasing importance of tourism to Alexandra combined with an increasing number of permanent residents the need to ensure that people can safely get around the town and surrounding area is very important.

Alexandra is at the junction of State Highway 8 and 85. As part of the Blue Print Study carried out in late 2004 it was identified that the intersection of these state highways is a point that does not encourage the flow of traffic. Work is currently being carried out to assess the issues associated with this corner and whether there are possible solutions.

The state of footpaths in the town and poor street lighting have been mentioned as services that need attention.

Car parking, away from the main street and the management of people and traffic to avoid congestion was identified as part of the Blue Print Study as needing to be addressed. The Community Board has been working on proposals for the lower Tarbert Street area as a means of alleviating these concerns. Further consultation on these plans will be required.

If Alexandra wishes to be a cycle friendly town, in terms of the wish to be a hub for mountain biking and walkways and also in light of increasing petrol prices, then a focus on establishing cycle friendly roads and readily accessible links to the Rail Trail and other tracks would be of benefit. It was noted there may be other infrastructure required to meet the cycling market such as bike stands in the town centre which will encourage people to stop and experience what Alexandra has to offer. Concerns have also been raised about standard of footpaths and footpaths on both sides of streets as an issue.

It should be noted that Council works on roads on a district wide basis and conforms with Transit New Zealand policies. The roading programme is assessed on a yearly basis and

any proposed roading work would need to be considered against other proposals. Transit New Zealand is responsible for issues concerning the state highways.

Community Boards fund carparks, footpaths, kerb and channel work and any proposed works on these would be forwarded to the Board.

Objective

Ensure Alexandra has safe roading systems that meet the needs of the community.

Recommendations for action

- ***Investigate car parking options, so as to avoid congestion, as recommended in the Blue Print Study.***
- ***Develop a programme for footpath extensions.***
- ***Review the SH 8 and SH 85 junction to enhance traffic flows and reduce safety concerns.***
- ***Create a cycle strategy for Alexandra to encourage cycling in safety around the town and identify other infrastructure that may be required such as bike stands.***

2. Water

Alexandra has a semi arid climate with free draining soils and an annual rainfall of around 350mm a year.

The Alexandra water supply draws its water from shallow groundwater. The borefield contains six bores located near the Clutha River.

Water is chlorinated and then pumped directly into the distribution network. There is no contact tank prior to distribution from the bores. A rising main is combined in the distribution network and connects to link mains which run to the main reservoirs (Bridge Hill and Northern reservoir). The distribution network is generally in good condition and copes well with the peak demands during summer. It should be noted that the distribution network covers the urban area of Alexandra and extends out to include the bottom section of Letts Gully Road. Considering the high volumes of water pumped in the summer the network copes well and there are few complaints of low pressure. Lime quantity has been identified as a key concern. Lime in the pipework and consumer fittings is a source of annoyance to local users.

The Alexandra Community Board has set up a water group to look at the water supply and has allocated \$2 million to this activity should it be needed. There have been various solutions expressed to resolve the water issues including setting up a greywater system and having a separate irrigation water system.

If Alexandra continues further development then there is likely to be increased demand for water especially in summer. If the community wishes to resolve some of the issues identified with the water there may be considerable expenditure required. The expense of continued upgrading of the supply may be a contentious issue among the relatively small ratepayer base and therefore could be an important factor when undertaking future planning.

Current Council policy is that water supplies are developed on a user pays basis. Only those receiving or who could potentially receive the service pay the costs involved. Likewise only those who would receive the service or potentially receive it would make the decision of whether a supply is required and what the costs involved would be. Considerable further public consultation is recommended on this issue.

Objective

A water supply that meet the needs of the community.

Recommendations for action

- Develop a long term strategy for the future of the water supply and assess the impact this has on the future of the town.***



What is important to the Community?

From the community workshop the working party have attempted to identify which recommendations are a priority for the community. From these priorities, timelines for working on these recommendations can be developed. The working party would appreciate comments on these priorities.

High = Immediate action required Med = To be considered as high priorities are completed.

Pg No	Recommendation:	Priority:
10a	<i>Develop a local touring route incorporating a range of key heritage sites in the local area and ensure this route has clear signage and appropriate interpretation of the heritage values.</i>	High
10b	<i>Identify key heritage sites and add protection to these where possible.</i>	High
12a	<i>Create local cycleways and walkways with appropriate track standards, signage and interpretation, in keeping with the new regional identity specifications.</i>	Med
12b	<i>Promote improved access to and from the rail trail to the town centre thus enabling visitors to safely travel into Alexandra.</i>	High
12c	<i>Assess the possibility of a walking track from Alexandra to Roxburgh.</i>	Med
12d	<i>Assess possible walkways associated with pastoral, gold fields heritage or ecological sites.</i>	Med
13a	<i>Ensure that current events are sustainable with appropriate help to organise these events</i>	High
13b	<i>Assess opportunities for hosting conferences in the area.</i>	Med
16a	<i>Local Promotions Groups, the Chamber of Commerce and Tourism Central Otago develop a marketing strategy which outlines the market that Alexandra wishes to attract and how this will be done.</i>	High
16b	<i>Develop an Alexandra information brochure that covers accommodation, food and restaurant services, recreational activities and arts and crafts in the area.</i>	High
16c	<i>Create distinctive signage, in keeping with the new regional identity specifications, which explains the heritage and stories of the area.</i>	Med
16d	<i>Investigate options for enhancing the entranceways to Alexandra.</i>	High
16e	<i>Advocate for the retention of core services in the Alexandra area.</i>	High
16f	<i>Assess opportunities for further educational activities in the area.</i>	High
16g	<i>Continue to release land for industrial and commercial use so as to provide expansion opportunities for businesses and services in the area.</i>	High
17a	<i>Continued work with youth to identify and develop opportunities for youth in the area.</i>	Med

17b	Recognise the efforts of volunteers through community awards.	Med
17c	Support and assist volunteers and volunteer groups by providing appropriate training or facilitators.	Med
19a	The Working Party and Council identify potential recreation and cultural opportunities that will be in keeping with the intent of this plan.	Med
19b	Assess opportunities for creating better use of recreational facilities in the area.	Med
19c	Assess the need for a cinema and if required develop a complex to meet this need.	High
19d	Identify an area that can be used by motorbike enthusiasts.	High
19e	Improve the lower reaches of the Manuherikia to provide water based recreational opportunities.	Med
21a	Council complete its District wide Rural Study. This will help identify unique landscapes in the area and review the rules governing growth and development.	High
21b	Develop building guidelines for the commercial business areas of town.	High
21c	Encourage the appropriate authorities to improve air quality in the area.	High
21d	Encourage the control of wilding pines in the surrounding landscape and planting of trees that do not readily spread.	Med
21e	Continue to develop the town centre upgrade proposal that can be the subject of further community consultation.	High
21f	Undertake regular communication with the public on Civil Defence requirements and expectations of the community in an emergency.	High
23a	Investigate car parking options, so as to avoid congestion, as recommended in the Blue Print Study.	High
23b	Develop a programme for footpath extensions.	Med
23c	Review the SH 8 and SH 85 junction to enhance traffic flows and reduce safety concerns.	High
23d	Create a cycle strategy for Alexandra to encourage cycling in safety around the town and identify other infrastructure that may be required such as bike stands.	Med
24a	Develop a long term strategy for the future of the water supply and assess the impact this has on the future of the town.	High

Appendix 1 – From the Amended CODC District Plan 2000.

**SCHEDULE 19.4 : REGISTER OF HERITAGE BUILDINGS,
PLACES, SITES & OBJECTS AND NOTABLE
TREES**

PART A : HERITAGE BUILDINGS, PLACES, SITES AND OBJECTS

NO.	MAP NO	ITEM & LOCATION	LEGAL DESCRIPTION	NZHPT DETAILS	
				Reg No.	Category
1	2	Cob House , Manuherikia Road	Lot 1 DP 21983		
2	2	Alexandra Rabbit Canning Co , Alexandra Holiday Camp	Part Section 85, Block VII Leaning Rock SD		
3	4	Vallance Cottage , Samson Street, Alexandra	Lot 6 Alexandra Town Belt Domain		
4	4	Cottage , Graveyard Gully Road, Alexandra	Lot 2 DP 6793		
5	4	Shaky Bridge (over Manuherikia River) , Kerry Street, Alexandra	Legal Road	2082	II
6	4	Spencer's Stone House 'The Pines' Killarney Street, Alexandra	Part Lot 7 DP 12765 and Lot 3 DP 12908		
7	4	St Aidan's Church (Anglican) , Shannon Street, Alexandra	Sections 12 & 13 Block IX Town of Alexandra		
8	4A	Gun , Centennial Avenue, Alexandra	Lot 1 DP 15697 and Lot 1 DP 18092		
9	4A	Stone House , Centennial Avenue, Alexandra	Section 5 and DP 4228 Block III Town of Alexandra		
10	4A	St Enoch's Church and Stone Walls , Centennial Avenue, Alexandra	Lots 10 & 11 Block III Town of Alexandra		
11	4B	Courthouse (former) , Centennial Avenue, Alexandra	Section 47 Block II Town of Alexandra	2081	II
12	4B	War Memorial , Centennial Avenue/Tarbert Street, Alexandra	Legal Road		
13	4B	Waterwheel , Alexandra Museum	Lot 1 DP 4328		
14	4B	Building Façade (Dental Surgery) , Tarbert Street, Alexandra	Lot 3 & Part Lot 2 DP 5955		
15	4B	Powder Magazine and Stone Store , Alexandra	Lot 2 DP 23454		
16	4B	Post Office (former) , Tarbert Street, Alexandra	Sections 8-9 Block XIV Town of Alexandra		
17	4B	Original Alexandra School , McDonald Street, Alexandra	Part Section 6 Block XXVIII Town of Alexandra		
18	4B	Bank of New Zealand (former) , Tarbert Street, Alexandra	Lot 1 DP 11529 and Sec 5 Block I Town of Alexandra		
19	4B	Bendigo Hotel Façade - Tarbert Street, Alexandra	Sections 10-14 and Part Section 15 Block I Town of Alexandra		
20	4B	Central Lodge Hotel (former) , Limerick Street, Alexandra	Lot 1 DP 7266	2080	II
21	4B & 6	Stone Bridge Piers , Rivers Street & Old Bridge Road, Alexandra		349	I
22	5	Dam Walls/Buttress , Aronui Road, Alexandra	Section 121 Block I Fraser SD		
23	6	Stone Walls , Old Bridge Road	Road Reserve		
25	6	Cemetery , Graveyard Gully	Section 6 Block VI Cairnhill SD		
173	42 & 43	Earnsleugh Tailings	Section 1 SO 22853 & Section 206 Block I Leaning Rock SD		
174	43	Iverson Cottage , Conroys Road	Sections 55 & 172 Block I Fraser SD		
175	43	Chinese Cave , Conroys Road	Section 55 & 172 Block I Fraser SD		
176	43	Stone Wall Remains , Conroys Road	Legal Road		
177	43	Lye Bows Hut, Outbuildings and Stone Walls , Butchers Dam	Part Section 1 Block II Fraser SD		
199	52	Haehaeaata (Leaning Rock) , Dunstan Range	Section 5 Block V Leaning Rock SD		

223	57	Stone Retaining Walls , below Crawford Hills Saddle	Legal Road		
224	57	Galloway Station Homestead and Outbuildings , Crawford Hills Road, Galloway	Section 9 Block VI Tiger Hill SD	2373	II
233	61	Kopuwai Obelisk Rock , Old Man Range	Section 68 Block II Cairnhill SD & Part Run 249A		
234	61	Mitchell's Cottage and Associated Structures , Symes Road, Fruitlands	Section 101 Block I Cairnhill SD	337	I
235	61	Mudbrick Cottage and Associated Structures , Symes Road, Fruitlands	Section 82 Block I Cairnhill SD		
236	61	'The Stables' Cottage , Fruitlands	Lot 1 DP 19968		
237	61	Fruitlands Gallery façade (original walls)	Lot 1 DP 20249		
238	61	Cape Broome Hotel & Hexagonal Dairy (former) , Fruitlands	Part Lot 27 DP 2859 and Lot 4 DP 3639	3241	II
239	61	Stone Cottage , Fruitlands	Lot 1 DP 12993 Cairnhill SD		

PART B : NOTABLE TREES

NO.	MAP	ITEM & LOCATION	LEGAL DESCRIPTION
1	4	Kashmir Cypress (<i>Cupressus cashmeriana</i>), Alexandra Primary School, Dunorling Street, Alexandra	Sections 5-22 Block IV Sections 16-17 Block III Town of Alexandra
2	4A & 4B	Ponderosa Pines and Deodar Cedar (<i>Pinus ponderosa</i> and <i>Cedrus deodara</i>), Pioneer Park, Alexandra	Sections 1-23 Block XI Sections 1-22 Block XII Legal Road & War Memorial, Town of Alexandra
3	4A	Common Oak (<i>Quercus robur</i>), Centennial Avenue, Alexandra	Lot 2 DP 12911
4	4A	Horse Chestnuts (<i>Aesculus hippocastanum</i>), Sycamores (<i>Acer pseudoplatanus</i>), St Enoch's Church, Centennial Avenue, Alexandra	Sections 7-11 Block III Town of Alexandra
17	43	Black Walnut (<i>Juglans nigra</i>), Conroys Road, Earnsleugh	Lot 1 DP 6141
18	43	Common Walnut (<i>Juglans regia</i>), Conroys Road, Earnsleugh	Sections 55 and 172 Block I Fraser SD
20	61	Wellingtonia (<i>Sequoiadendron giganteum</i>), Sitka Spruce (<i>Picea sitchensis</i>), Rowan/Swedish Whitebeam (<i>Sorbus intermedia</i>), Mitchell's Cottage, Symes Road, Fruitlands	Section 101 Block I Carinhill SD
24	5	Jolendale Park , Aronui Road, Alexandra	Lots 1 & 3 DP 7610 and Lots 1 & 2 DP 16156

